18. Elucidate the process of creating a technical advertising campaign, from ideation to execution.

19. Describe the key considerations and best practices for technical writers when using social media.

20. Explain a team-based project that technical writers can undertake to enhance their skills and showcase their work.

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NOVEMBER/DECEMBER 2024

FSEN56/CSEN56 — CONTENT WRITING

Time : Three hours Maximum : 75 marks

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SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are the key differences between technical writing and general writing?

2. How has the rise of digital platforms impacted technical writing?

3. What role do content management systems (CMS) play in technical writing?

4. How can image processing software enhance technical writing?

5. What are the key objectives of advertising in the context of technical writing?

6. How do the categories of ads differ in technical writing compared to general advertising?

7. What are some of the most popular social media platforms used in technical writing today?

8. How can technical writers leverage social media tools to enhance their content?

9. What are some common types of content writing exercises that can help technical writers improve their skills?

10. How can teamwork benefit technical content writing projects?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the importance of identifying the target audience and maintaining focus when writing for special purposes.

Or

(b) Discuss the role of SEO in technical writing in the digital age.

12. (a) Write a note on the importance of research in technical writing and the critical thinking process involved.

Or

(b) Define the role of rhetoric in technical writing and how digital technologies can be used as rhetorical devices.

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13. (a) Discuss the importance of strategy in creating effective technical advertising.

Or

(b) Explain the role of layout and language in technical advertising.

14. (a) Narrate the role of social media in promoting technical content and building an audience.

Or

(b) Describe how technical writers can use social media to gather feedback and insights from their audience.

15. (a) Discuss the importance of commercial writing in the context of technical content.

Or

(b) Explain how social media advertising can complement technical content writing efforts.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the various types of content and publication platforms used in technical writing today.

17. Define the key writing tips and techniques that technical writers can employ to create effective content.